



**FOR IMMEDIATE RELEASE**

**WANTED: Style Ambassadors for Remington's Red Chair Ready Community**

*Search for three stylists to lead fashion-forward fans of beauty ends March 18*

**MADISON, Wis. – March 1, 2011** – You've always had an eye for style. You're the first one on your block to rock the latest fashion trends. And when there's new fashion scoop to be had, your friends know to come to you to find out about it. You inspire others as a self-proclaimed ambassador of style.

Remington®, the world's leader in providing innovative, affordable hair care, electric shavers, and body grooming products, is on the search for three stylists to lead its Red Chair Ready community, an open group of real women and stylists who believe every woman is beautiful. From ball gown to ball cap, gala to grocery store, Remington Red Chair Ready empowers women with how-to tips and tools they can use from a first date, to the board meeting, to a night out with the girls.

The Red Chair Ready style ambassadors will receive an all-expense paid trip to Los Angeles for a makeover with celebrity stylist Richard Marin and community leadership training. They'll receive gift bags stuffed with the latest extensive line of Remington's beauty products, as well as ongoing shipments of new products to try out before they hit store shelves. The style ambassadors will receive full rock star status at all expense paid industry events (what kind of events?), receive insider scoop on the latest Remington style trends and a custom Ambassador badge to help build their own online followers and business clientele.

In exchange, the style ambassadors will represent the Remington Red Chair community online and at offline events. They'll share their stories with their unique point of view through weekly posts to the community on Facebook, and provide ongoing content to inspire women everywhere to be Red Chair Ready.

The ideal Red Chair Ready style ambassador has a passion for beauty. Whether it's a world-class trained stylist or a self-taught fashion maven, the next Red Chair Ready style ambassadors will lead the community in sharing beauty secrets every woman can use.

"We're looking for women who inspire others with their style tips, and want to be on the inside track to receive the latest beauty trends," said Suzanne Fanning, director of marketing communications for Remington Products. "The three style ambassadors we select will epitomize fashionable, everyday beauty. They'll lead the Red Chair Ready Community as a place where any woman can come, connect with other stylists, and share the latest trends we can all use."

Remington is accepting applications through its [Red Chair Ready Community page on Facebook](https://www.facebook.com/remingtonredchairready) ([www.facebook.com/remingtonredchairready](https://www.facebook.com/remingtonredchairready)) through March 18. Select candidates will be contacted the week of March 21, with the three finalists being announced the week of April 4. Community leadership training will take place May 6 through May 8 in Los Angeles. The selected style ambassadors will lead the Red Chair Ready Community – and receive the rewards – for a two-year period.

Applicants only need to fill out a brief questionnaire, which include questions like, "What's your *can't live without* beauty tool?" and "What's the best style or beauty tip you've ever received?" There's no cost to apply to the Red Chair Ready style ambassador position.

Many will apply, but only three will be chosen to represent and lead the Red Chair Ready community. Are you ready?

### **About Remington®**

Remington® is "How the World Gets Ready." The company is a global leader and innovator of affordable hair care, electric shavers, and body groomers, and is a subsidiary of Spectrum Brands, Inc. For more information about Remington, visit [www.remingtonproducts.com](http://www.remingtonproducts.com). Join the Red Chair Ready community today on Facebook at [www.facebook.com/remingtonredchairready](https://www.facebook.com/remingtonredchairready).

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